Outsourcing of services by Air India

*189. SHRI RAMA MUNI REDDY SIRIGIREDDY: Will the Minister of CIVIL AVIATION be pleased to state:

(a) whether it is a fact that Air India (Al) for the first time, is going to outsource some of its services;

(b) if so, which are the areas that Al proposes to outsource;

(c) whether it is a path-breaking move since no PSU has employed outside agencies to perform their public relations role which Al is planning to do; and

(d) the reasons behind this move and whether there will be any security threat when Al outsources some of its services?

THE MINISTER OF STATE OF THE MINISTRY OF CIVIL AVIATION (SHRI PRAFUL PATEL): (a) and (b) No, Sir. Air India over the past few years has been outsourcing some of its non-core activities. "

(c) Air India had first appointed PR Agency in 1994 which was discontinued after a year. Air India has now appointed a PR Agency for continuous media monitoring, image audit, media relations and developing effective channels of communication to consumers, employees, trade, etc. While the Public Relations Department of Air India would continue to handle the media relations, the PR agency will only I supplement and co-ordinate the activities of the PR Department.

(d) The outsourcing of certain activities by Air India would result in cost effectiveness and better efficiency. No security threat is envisaged by outsourcing these services.

Diversification of operations of aircrafts

*190. SHRI V. NARAYANASAMY: Will the Minister of CIVIL AVIATION be pleased to state:

(a) whether it is a fact that he has warned the Airlines to diversify their operation of aircrafts and stop low-cost fare offers; and

(b) whether it is also a fact that by allowing Private airlines into the market, consumers are the beneficiaries because of the competition?